

Capital Journal

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FRENCH LIQUOR PROBLEM

We've always supposed consumption of alcohol to be another American "first" along with some others in which one could take greater pride, but it seems we are badly outdone by the French.

A current survey of the mounting French liquor problem in the U.S. News says the average French adult consumes 37 quarts of alcohol a year compared with nine in the U.S. and six in Britain, which has the reputation of being a pretty hard drinking country itself.

The French don't drink their alcohol in whiskey, as the Americans and Britons do—in the main—but take theirs in wine and cognac. The result is of course the same.

The French spend about 10 percent of their national income on alcoholic spirits, or two billion dollars a year. This compares with four per cent in the U.S. Last year they drank six billion bottles of wine, five times as much as the wine drinking Italians. There is a bar to every 90 persons in France, compared with one to 246 in Germany, one to 430 to England and one to 3000 in Norway.

Many bad conditions flow out of this situation, 25 confirmed alcoholics to each 1000 persons, aggravated liver conditions affecting great numbers of Frenchmen, mounting juvenile delinquency attributable to alcoholic parents, twice as much government outlay for the care of alcoholics as the entire tax paid by the liquor industry.

No important segment of French opinion wants prohibition, but a strong element wants moderate reforms, the end of government subsidies to wine growers, which might turn some of their acres to wheat, which France now has to import, higher taxes that would moderately reduce consumption, etc. French liquor taxes are extremely low.

But a powerful lobby of wine growers and manufacturers, bar proprietors, and the employes of the entire industry has up to now blocked needed reforms, as opposition blocks tax and other reforms. Meanwhile La Belle France's condition gets steadily worse and none seem to care.

THE VOTE ON WHEAT CONTROL

America's wheat growers spoke out overwhelmingly for acreage control and a firm price support which this will make possible without undue burden on the treasury in the national referendum Friday. Approximately 80 per cent favored control.

Probably the vote would have been very different had the supply-demand factor been different. But America can produce far more wheat than she or any foreign markets presently in sight can take. If she produces to capacity the price is going to break and break hard. The support for next year's crop was to be only \$1.23 a bushel without the quota imposition.

This may not accord with some folks' free enterprise theories, and a considerable number of wheat growers voted the other way, but it seems to us a sensible decision. Agriculture cannot be allowed to sink back into the condition of the thirties, which it might do with unrestricted production. Wheat is a heavy surplus crop. If international trade were as healthy as it was before World War I we might hope to market our huge surpluses profitably abroad, but that day is gone for a long time to come.

Oregon's growers felt the same way as others throughout the country. The majority in this state was more than 12 to 1, in Umatilla, our top wheat county, more than 20 to 1.

The vote means that growers will produce about what the domestic and foreign markets will take, and get a living price for their product. This should encourage them and the communities in which wheat is an economic support.

FIRST T-V CASUALTY

We've heard a lot of talk about how rough television is going to be, and indeed has already been on certain competing activities. Radio and the movies seem to have been the chief sufferers. There was much uneasiness among newspaper people, though without any basis so far as can be seen as yet.

But T-V can also be hard on itself. The first commercial T-V to open in Idaho, by Radio KFXD of Nampa June 20, has already closed down, and the equipment will be dismantled. The proprietor is a little vague as to the reasons, saying there were several factors. However, most people's first guess is going to be inability of the venture to pay operating expenses. The operator has been highly successful in radio and would not be easily discouraged.

So T-V's competition can take heart. The lusty newcomer to the entertainment field is not immune from the ills of economic malnutrition that affect all the rest of us. It too, must earn expenses and some more. And the expenses come high.

MALENKOV WAS PROBABLY LYING

American scientists have been reserved in their comments on Malenkov's announcement that Russia now has the hydrogen bomb. It is clear that they suspect he is lying.

Reason for this belief appears to be that when Russia exploded her atomic bombs the impact was felt on instruments in this country. There was no question about it. President Truman made the announcement before the Russians did. The hydrogen bomb is vastly more potent and should kick up a bigger disturbance. Our's evidently did. Nothing came out of Russia to suggest any such explosion there.

If Russia does not have the bomb Malenkov must have felt a desperate need to do something that would cause U.S. fear of Russia and to rebuild Malenkov's own shattered prestige within and without Russia. It may have accomplished this on the other side of the iron curtain. It has had scant if any effect on this side.

WHY THE RESENTMENT?

Pendleton East Oregonian
We never have understood why people resent a presidential vacation, including the one President Eisenhower is taking now in Colorado. Few men could live through four years of the responsibility placed upon our chief executive without periodic rests.

SMALL CHANGE FOR HIM

Albany Democrat-Herald
Ex-President Truman probably will turn down the presidency of the University of Maryland if it is offered to him. He has been used to sending in budgets up in the billions. He could hardly get used to his trustees' yowling about a budget that exceeded the resources in sight by a few paltry thousands.

THE WORST ENEMY



WASHINGTON MERRY-GO-ROUND Congress Failed to OK Food Price Discrepancy Probe

By DREW PEARSON
Washington — Sometimes during the rush of a congressional session, the public misses some of the most important things congress does—or fails to do. Sometimes the session is so hectic that not even congressmen themselves catch all that happens. Accordingly, this column will publish some of the unnoticed actions or lack of action by the 83rd congress.

One thing the 83rd congress did do was to turn thumbs down on one of the most overdue probes on the national agenda — to discover exactly who gets what out of the housewife's dollar.

Partly as a result, the Eisenhower administration is now faced with the difficult and embarrassing fact that prices today are higher than ever while the farmer's share is lower than ever.

It was promised that prices would go down when the new administration removed controls last February. Instead, price levels have reached new heights. While beef cattle are selling at record lows, beefsteak is selling in the butcher shops for almost record highs.

On Sept. 27, President Truman wrote to Federal Trade Commission Chairman Mead asking for a "special investigation to give us a breakdown of the consumer's dollar."

Salem 22 Years Ago

By BEN MAXWELL
August 15, 1931
Wiley Post and Harold Gatty, touring the country in their world circling plane the Winnie Mae had cracked up on a Maine beach.

How to solve prevailing unemployment had priority consideration at the 29th annual convention of the Oregon federation of labor. One tenth of the population of Oregon was suffering because of unemployment and from 35,000 to 40,000 in the state were said to be without jobs.

Salmon fishermen who had received 5c a pound for their fish at Astoria were apprehensive about rumor of a 2c price.

Harvey Iliff, Independence Jersey breeder, had another world record Jersey in his herd making the fourth of his animals that had attained that record.

Salem Elks had planned their annual picnic at Hager's grove.

That industry had taken too great a toll in human life and suffering had been determined by Charles F. Early, industrial accident commissioner. Since 1913, 2462 Oregonians had died from industrial mishaps and 423,422 had been injured.

Only 111 boys had been enrolled in the state training school for boys during July, the lowest number for 16 years. W. H. Baillie, superintendent, had stated that 65 percent of the boys committed had left after four months and had been reformed.

Price Shoe Co. had a sensational silk hosiery sale offering 500 pair of chiffon and service weight hose, all \$2 quality, for \$1 a pair.

That Ferry street had been a popular thoroughfare for sneak thieves during the past 36 years was the essence of a report that had been filed with the police department.

Average price of an automobile in 1930 had dropped \$53.98 from the 1929 price. Average passenger car in 1930 had cost \$658.36. During 1930, 2,898,000 cars had been produced in the U. S.

Adv. Man Can Get Ulcers One Place Well as Another

By SAUL PETT For Hal Boyle

New York (AP)—It is now a matter of record that a man in the advertising business can get ulcers in Karachi or Johannesburg or Hong Kong just as easily as he does along Madison Avenue, New York.

Only the causes vary. In India he has to avoid sex in at least 14 different languages. In Latin-America, he can pull out almost all the stops. In Hong Kong, he can't tell the Chinese to smoke a given cigarette without saying please.

The Chinese are very sensitive about courtesy. In Calcutta, he can't even tell the Hindus to smoke, please. The Hindi language, I am told, just has no word for smoke. Over there, it comes out "Drink a cigarette."

All this information I picked up this week while smoking a few drinks with foreign office manager of the Grant Advertising agency. Besides talking over local problems, they played local commercial recordings for us.

You should have heard that shampoo commercial sung in the Tagalog and Cebuano dialects of the Philippines. Personally, I like it better that way.

An Indian toothpaste jingle was accompanied by a band that sounded like a calliope falling apart. Indian musicians, it was explained, will use eight different rhythms at once while they employ only a five-note scale.

Some things are the same the world over. A filmed TV commercial in Mexico City showed a pretty blonde stepping out to a diving board. Just as she was about to go in, a sing-song voice said "Un momento," and she was called back for her hair oil.

An ad appearing in India said Aubrey Mendietta of Bombay can not show a girl kissing. Several merchants who tried it had their shop windows stoned by angry mobs. Hindus insist that sex is private.

No Indian woman can be pictured in anything but the most proper clothes. Decolletage is absolutely out. This said Mendietta, adds to the advertiser's problems in view of the fact that 80 per cent of the shopping, even for women's clothes, is done by men. However, Hindus don't object to seeing American or British women shown in bathing suits.

In South Africa, mobile units carry recorded commercials in English, Afrikaans, Zulu, Basuto and other tribal tongues. They are played in native villages, where frequently the favorite music is American jive.

In Hong Kong the advertiser has to lay off the color blue. Chinese associate it with funerals. Red goes over big. The Chinese think it is accompanied by good luck, and frequently clothe their kids in red to "drive away the devil." It's just a superstition, not politics.

In Venezuela, a man said, you can claim anything. You can say your tire is the "only punctureproof, blowout proof tire in the world." They have no laws or codes against such things.

Some things are the same the world over. A filmed TV commercial in Mexico City showed a pretty blonde stepping out to a diving board. Just as she was about to go in, a sing-song voice said "Un momento," and she was called back for her hair oil.

Highway Hearing

Stayton Mall

Thanks to federal law, Stayton today was the locale of an official meeting of the state highway commission.

The meeting was productive of several new items of information about the highway proposals.

One was a proposal from the audience that the commission give consideration to cutting through the ridge into the so-called swamp area at a point exactly one mile east of First and Washington streets, rather than a half mile further east (at the Peppering place) as originally mapped by the commission.

Another was that the commission does not now propose that a cloverleaf be built at the intersection of the "outside" route with the Cascade route near the Tony Minden place.

This development would be deferred until traffic becomes much heavier in later years.

Construction will not begin in the immediate future and it would be five or six years before the road would be completed all the way into Salem. Cost of the completed road would be around \$1,800,000 and for the 10-11 miles within the Stayton sector, \$1,000,000.

The North Santiam was described as a secondary route to be built up to primary highway standards.

And definite refutation was given to the feeling of some that Stayton's contention about selection of routes had delayed construction. Commission Chairman Chandler was confirmed by Commissioner Reynolds and the engineers that such is not the case.

All-in-all it was a good meeting. Various factions expressed themselves freely . . . all in good humor.

Oregon Law Better

Albany Democrat-Herald
Oregon's, civil service law is compared favorably with the federal law in a note to Oregon Voter in which James C. Clinton, director of the state civil service commission, explains that layoffs of employes are based exclusively on the merits of each case, according to their point rating.

No preference in this respect is given veterans, he indicates, but "when a layoff is necessary, employes are laid off in inverse order of their point rating."

In Mr. Clinton's opinion, "the federal government would do well to copy our system, which, so far as we know, is our own . . . The Oregon law is a modern law, well written and thought out. It is a liberal law . . . The federal civil service law is a crazy quilt . . . based on the outdated Pendleton law of the last century. . . . It has been patched and patched until it has patches on the patches. It gets the job done, but just barely and not too well."

WHAT'LL THEY DO NEXT?

Pendleton East Oregonian
The Salem police department has come up with a new one. Traffic through that city is observed by radar. If you're traveling too fast the radar man spots you and gives your location to a patrol car which picks you up. Before long we suppose they'll have a gadget that can find out what you're thinking. If that happens the jails won't be big enough.

DRIVING LESSON COSTLY

San Francisco (AP)—Mrs. Viola E. Jackson took her first driving lesson yesterday, at a cost of \$900.

She hopefully got behind the wheel, drove around a corner and plowed into three cars waiting for a signal to change. Her husband told police he was going to drive the car—to the nearest auto-wrecking yard.

Feminine Pressure
Akron Beacon Journal
Sex rears its ugly head in the Washington report that a record number of women are duly registered as professional lobbyists at the nation's Capitol.

With 12 new entrants in this enticing career field, 30 women are now engaged in the practice of influencing congressmen. Legally, that is. All of which only goes to show how naive was the male author of the 1946 Lobbying Act. Any legal beagle who deduces from the operation of that act that only 30 women exert a recognizable influence on the Congress of the United States needs to have his head examined.

Advertisement for Virgil T. Golden Co. featuring a large building illustration and portraits of Virgil T. Golden and Grace S. Golden. Text includes: 'Serving Salem and Vicinity as Funeral Directors for 25 Years' and '605 S. Commercial St. FUNERAL SERVICE Phone 4-2257'.